

## ORDER



**Orders**  
**Order / Rev:** 165921  
**Alt Order #:** 06311892  
**Product Desc:** OBAMA 4 PRES: SKED A  
**Estimate:** 1762  
**Flight Dates:** 09/13/12 - 09/19/12  
**Original Date / Rev:** 09/13/12 / 09/13/12  
**Order Type:** GENERAL

WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency Name:** GMMB Greer Margolis Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Poli/Obama for President  
**Demographic:** A35+  
**Product Codes:** PL Candidate  
**Priority:** LUR  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 09/19/12 | 60      | \$15,935.00  | \$13,544.75 |

## Totals

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 60        | \$15,935.00        | \$13,544.75        | 0.00        |
| <b>Totals</b>  | <b>60</b> | <b>\$15,935.00</b> | <b>\$13,544.75</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Matthew Norten    |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total       |
|-------------|-------|-------------|
| WDJT-TV-LP  | 17%   | \$15,935.00 |
| Market      | 100%  | \$93,735.29 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| WBME              | 1%    | \$937.35    |
| WCGV              | 0%    | \$0.00      |
| WISN              | 27%   | \$25,308.53 |
| WITI              | 31%   | \$29,057.94 |
| WMLW-             | 2%    | \$1,874.71  |
| WPXE              | 0%    | \$0.00      |
| WTMJ              | 22%   | \$20,621.76 |
| WVTV              | 0%    | \$0.00      |
| WYTU              | 0%    | \$0.00      |

| Ln  | Ch   | Start    | End      | Inventory Code         | Break | Start/End Time | Days    | Len | Spots | Rate     | Pri | Rtg  | Type | Spots | Amount   |
|-----|------|----------|----------|------------------------|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|----------|
| N 1 | WDJT | 09/13/12 | 09/14/12 | Price Is Right 10a-11a | CM    | 10a - 11a      | ---TF-- | :30 | 1     | \$130.00 | LUR | 0.00 | NM   | 1     | \$300.00 |
|     |      |          |          | Price is Right 10a-11a |       |                |         |     |       |          |     |      |      |       |          |

## PRICE IS RIGHT

| Start Date     | End Date | Weekdays | Spots/Week | Rate     | Rating |
|----------------|----------|----------|------------|----------|--------|
| Week: 09/10/12 | 09/16/12 | ---TF--  | 1          | \$130.00 | 0.00   |

| Spot | Ch   | Date Range        | Description            | Start/End Time | Weekdays   | Length | Rate       | Rtg  | Type |
|------|------|-------------------|------------------------|----------------|------------|--------|------------|------|------|
| 1    | WDJT | 09/10/12-09/16/12 | Price Is Right 10a-11a | 10a - 11a      | ---ThF---- | :30    | (\$130.00) | 0.00 | NM   |

See MG 1.3

Order / Rev: 165921  
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 Flight Dates: 09/13/12 - 09/19/12

Advertiser: Poli/Obama for President  
 Product Desc: OBAMA 4 PRES: SKED A  
 Estimate: 1762

WDJT-TV-LP

| Ln                   | Ch        | Start             | End             | Inventory Code                                   | Break | Start/End Time Days   | Len               | Spots           | Rate          | Pri         | Rtg           | Type        | Spots | Amount   |
|----------------------|-----------|-------------------|-----------------|--|-------|-----------------------|-------------------|-----------------|---------------|-------------|---------------|-------------|-------|----------|
| N 1                  | WDJT      | 09/13/12          | 09/14/12        | Price Is Right 10a-11a<br>Price is Right 10a-11a | CM    | 10a - 11a ---TF--     | :30               | 1               | \$130.00      | LUR         | 0.00          | NM          | 1     | \$300.00 |
| PRICE IS RIGHT       |           |                   |                 |  |       |                       |                   |                 |               |             |               |             |       |          |
|                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |                 | <u>Rate</u>   |             | <u>Rating</u> |             |       |          |
| Week:                |           | 09/10/12          | 09/16/12        | ---TF--  |       |                       | 1                 |                 | \$130.00      |             | 0.00          |             |       |          |
| <u>Spot</u>          | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                               |       | <u>Start/End Time</u> |                   | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u>    | <u>Type</u> |       |          |
| 3                    | WDJT      | 09/14/12-09/14/12 |                 | Price Is Right 10a-11a                           |       | 10a - 11a             |                   | -----F----      | :30           | \$300.00    | 0.00          | NM          |       |          |
| Ⓜ MG for 1.1 09/14   |           |                   |                 |  |       |                       |                   |                 |               |             |               |             |       |          |
| 2                    | WDJT      | 09/13/12          | 09/14/12        | Letterman 1035p-1135p<br>Letterman 1035p-1135p   | CM    | 1035p-1135p ---TF--   | :30               | 1               | \$85.00       | LUR         | 0.00          | NM          | 1     | \$85.00  |
| DAVID LETTERMAN      |           |                   |                 |  |       |                       |                   |                 |               |             |               |             |       |          |
|                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |                 | <u>Rate</u>   |             | <u>Rating</u> |             |       |          |
| Week:                |           | 09/10/12          | 09/16/12        | ---TF--  |       |                       | 1                 |                 | \$85.00       |             | 0.00          |             |       |          |
| 3                    | WDJT      | 09/13/12          | 09/14/12        | Late Late 1135p-1235a<br>Late Late 1135p-1235a   | CM    | 1135p-1235a ---TF--   | :30               | 1               | \$25.00       | LUR         | 0.00          | NM          | 1     | \$25.00  |
| CRAIG FERGUSON       |           |                   |                 |  |       |                       |                   |                 |               |             |               |             |       |          |
|                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |                 | <u>Rate</u>   |             | <u>Rating</u> |             |       |          |
| Week:                |           | 09/10/12          | 09/16/12        | ---TF--  |       |                       | 1                 |                 | \$25.00       |             | 0.00          |             |       |          |
| 5                    | WDJT      | 09/13/12          | 09/14/12        | CBS Block 1230p-2p<br>CBS Block 1230p-2p         | CM    | 1230p-2p ---TF--      | :30               | 1               | \$90.00       | LUR         | 0.00          | NM          | 1     | \$90.00  |
| CBS DAYTIME ROTATION |           |                   |                 |  |       |                       |                   |                 |               |             |               |             |       |          |
|                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |                 | <u>Rate</u>   |             | <u>Rating</u> |             |       |          |
| Week:                |           | 09/10/12          | 09/16/12        | ---TF--  |       |                       | 1                 |                 | \$90.00       |             | 0.00          |             |       |          |
| 6                    | WDJT      | 09/13/12          | 09/14/12        | News at Noon<br>News at Noon                     | CM    | 12p-1230p ---TF--     | :30               | 2               | \$50.00       | LUR         | 0.00          | NM          | 2     | \$100.00 |
| CBS 58 NEWS AT 12    |           |                   |                 |  |       |                       |                   |                 |               |             |               |             |       |          |
|                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |                 | <u>Rate</u>   |             | <u>Rating</u> |             |       |          |
| Week:                |           | 09/10/12          | 09/16/12        | ---TF--  |       |                       | 2                 |                 | \$50.00       |             | 0.00          |             |       |          |
| 7                    | WDJT      | 09/13/12          | 09/14/12        | Doctor 2p-3p<br>Doctors 2p-3p                    | CM    | 2p-3p ---TF--         | :30               | 1               | \$50.00       | LUR         | 0.00          | NM          | 1     | \$50.00  |
| DOCTORS              |           |                   |                 |  |       |                       |                   |                 |               |             |               |             |       |          |
|                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |                 | <u>Rate</u>   |             | <u>Rating</u> |             |       |          |
| Week:                |           | 09/10/12          | 09/16/12        | ---TF--  |       |                       | 1                 |                 | \$50.00       |             | 0.00          |             |       |          |
| 8                    | WDJT      | 09/13/12          | 09/14/12        | 3p-4p (eff 9/10/13)<br>Jeff Probst               | CM    | 3p-4p ---TF--         | :30               | 1               | \$50.00       | LUR         | 0.00          | NM          | 1     | \$50.00  |
| JEFF PROBST          |           |                   |                 |  |       |                       |                   |                 |               |             |               |             |       |          |
|                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |                 | <u>Rate</u>   |             | <u>Rating</u> |             |       |          |
| Week:                |           | 09/10/12          | 09/16/12        | ---TF--  |       |                       | 1                 |                 | \$50.00       |             | 0.00          |             |       |          |
| 9                    | WDJT      | 09/13/12          | 09/14/12        | Dr. Phil 4p-5p<br>Dr. Phil 4p-5p                 | CM    | 4p-5p ---TF--         | :30               | 1               | \$120.00      | LUR         | 0.00          | NM          | 1     | \$120.00 |
| DR. PHIL             |           |                   |                 |  |       |                       |                   |                 |               |             |               |             |       |          |
|                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |                 | <u>Rate</u>   |             | <u>Rating</u> |             |       |          |
| Week:                |           | 09/10/12          | 09/16/12        | ---TF--  |       |                       | 1                 |                 | \$120.00      |             | 0.00          |             |       |          |
| 10                   | WDJT      | 09/13/12          | 09/14/12        | Morning News M-F 5a - 6a<br>M-F 5a - 6a          | CM    | 5a - 6a ---TF--       | :30               | 1               | \$15.00       | LUR         | 0.00          | NM          | 1     | \$15.00  |
| CBS 58 MORNING NEWS  |           |                   |                 |  |       |                       |                   |                 |               |             |               |             |       |          |
|                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |                 | <u>Rate</u>   |             | <u>Rating</u> |             |       |          |
| Week:                |           | 09/10/12          | 09/16/12        | ---TF--  |       |                       | 1                 |                 | \$15.00       |             | 0.00          |             |       |          |
| N 11                 | WDJT      | 09/13/12          | 09/14/12        | Jeopardy 6p-630p<br>6p-630p/Jeopardy             | CM    | M-F 6p-630p ---TF--   | :30               | 2               | \$200.00      | LUR         | 0.00          | NM          | 1     | \$400.00 |
| JEOPARDY             |           |                   |                 |  |       |                       |                   |                 |               |             |               |             |       |          |
|                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |                 | <u>Rate</u>   |             | <u>Rating</u> |             |       |          |
| Week:                |           | 09/10/12          | 09/16/12        | ---TF--  |       |                       | 2                 |                 | \$200.00      |             | 0.00          |             |       |          |

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| Ln                           | Ch        | Start             | End             | Inventory Code   | Break | Start/End Time Days        | Len               | Spots           | Rate          | Pri                   | Rtg           | Type        | Spots | Amount     |
|------------------------------|-----------|-------------------|-----------------|--|-------|----------------------------|-------------------|-----------------|---------------|-----------------------|---------------|-------------|-------|------------|
| N 11                         | WDJT      | 09/13/12          | 09/14/12        | Jeopardy 6p-630p<br>6p-630p/Jeopardy                   | CM    | M-F 6p-630p ---TF--        | :30               | 2               | \$200.00      | LUR                   | 0.00          | NM          | 1     | \$400.00   |
| JEOPARDY                     |           |                   |                 |  |       |                            |                   |                 |               |                       |               |             |       |            |
|                              |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                            | <u>Spots/Week</u> |                 | <u>Rate</u>   |                       | <u>Rating</u> |             |       |            |
| Week:                        |           | 09/10/12          | 09/16/12        | ---TF--  |       |                            | 2                 |                 | \$200.00      |                       | 0.00          |             |       |            |
| <u>Spot</u>                  | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                                     |       | <u>Start/End Time</u>      |                   | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>           | <u>Rtg</u>    | <u>Type</u> |       |            |
| 1                            | WDJT      | 09/10/12-09/16/12 |                 | Jeopardy 6p-630p                                       |       | M-F 6p-630p                |                   | ---ThF----      | :30           | <del>(\$200.00)</del> | 0.00          | NM          |       |            |
| See MG 11.3<br>[NA at LUR]   |           |                   |                 |  |       |                            |                   |                 |               |                       |               |             |       |            |
| 2                            | WDJT      | 09/10/12-09/16/12 |                 | Jeopardy 6p-630p                                       |       | M-F 6p-630p                |                   | ---ThF----      | :30           | <del>(\$200.00)</del> | 0.00          | NM          |       |            |
| See MG 11.3<br>[NA at LUR]   |           |                   |                 |  |       |                            |                   |                 |               |                       |               |             |       |            |
| 3                            | WDJT      | 09/14/12-09/14/12 |                 | Jeopardy 6p-630p                                       |       | M-F 6p-630p                |                   | -----F----      | :30           | \$400.00              | 0.00          | NM          |       |            |
| Ⓜ MG for 11.1,11.2           |           |                   |                 |  |       |                            |                   |                 |               |                       |               |             |       |            |
| 12                           | WDJT      | 09/13/12          | 09/14/12        | Morning News M-F 6a - 7a<br>M-F 6a - 7a                | CM    | 6a-7a ---TF--              | :30               | 1               | \$20.00       | LUR                   | 0.00          | NM          | 1     | \$20.00    |
| CBS 58 MORNING NEWS          |           |                   |                 |  |       |                            |                   |                 |               |                       |               |             |       |            |
|                              |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                            | <u>Spots/Week</u> |                 | <u>Rate</u>   |                       | <u>Rating</u> |             |       |            |
| Week:                        |           | 09/10/12          | 09/16/12        | ---TF--  |       |                            | 1                 |                 | \$20.00       |                       | 0.00          |             |       |            |
| N 13                         | WDJT      | 09/13/12          | 09/14/12        | Wheel of Fortune 630p-7p<br>630p-7p/Wheel              | CM    | M-F 630p-7p ---TF--        | :30               | 1               | \$250.00      | LUR                   | 0.00          | NM          | 1     | \$500.00   |
| WHEEL OF FORTUNE             |           |                   |                 |  |       |                            |                   |                 |               |                       |               |             |       |            |
|                              |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                            | <u>Spots/Week</u> |                 | <u>Rate</u>   |                       | <u>Rating</u> |             |       |            |
| Week:                        |           | 09/10/12          | 09/16/12        | ---TF--  |       |                            | 1                 |                 | \$250.00      |                       | 0.00          |             |       |            |
| <u>Spot</u>                  | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                                     |       | <u>Start/End Time</u>      |                   | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>           | <u>Rtg</u>    | <u>Type</u> |       |            |
| 1                            | WDJT      | 09/10/12-09/16/12 |                 | Wheel of Fortune 630p-7p                               |       | M-F 630p-7p                |                   | ---ThF----      | :30           | <del>(\$250.00)</del> | 0.00          | NM          |       |            |
| See MG 13.2<br>[NA at LUR]   |           |                   |                 |  |       |                            |                   |                 |               |                       |               |             |       |            |
| 2                            | WDJT      | 09/14/12-09/14/12 |                 | Wheel of Fortune 630p-7p                               |       | M-F 630p-7p                |                   | -----F----      | :30           | \$500.00              | 0.00          | NM          |       |            |
| Ⓜ MG for 13.1 09/14          |           |                   |                 |  |       |                            |                   |                 |               |                       |               |             |       |            |
| 14                           | WDJT      | 09/13/12          | 09/14/12        | CBS Mrrning Nws M-F 7-9a<br>CBS This Morning M-F 7a-9a | CM    | 7a-9a ---TF--              | :30               | 3               | \$15.00       | LUR                   | 0.00          | NM          | 3     | \$45.00    |
| CBS THIS MORNING             |           |                   |                 |  |       |                            |                   |                 |               |                       |               |             |       |            |
|                              |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                            | <u>Spots/Week</u> |                 | <u>Rate</u>   |                       | <u>Rating</u> |             |       |            |
| Week:                        |           | 09/10/12          | 09/16/12        | ---TF--  |       |                            | 3                 |                 | \$15.00       |                       | 0.00          |             |       |            |
| 16                           | WDJT      | 09/14/12          | 09/14/12        | Fr 9p - 10p<br>Blue Bloods                             | CM    | 9p - 10p ----1--           | :30               | 1               | \$350.00      | LUR                   | 0.00          | NM          | 1     | \$1,200.00 |
| BLUE BLOODS                  |           |                   |                 |  |       |                            |                   |                 |               |                       |               |             |       |            |
|                              |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                            | <u>Spots/Week</u> |                 | <u>Rate</u>   |                       | <u>Rating</u> |             |       |            |
| Week:                        |           | 09/10/12          | 09/16/12        | ----1--  |       |                            | 1                 |                 | \$350.00      |                       | 0.00          |             |       |            |
| <u>Spot</u>                  | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                                     |       | <u>Start/End Time</u>      |                   | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>           | <u>Rtg</u>    | <u>Type</u> |       |            |
| 1                            | WDJT      | 09/10/12-09/16/12 |                 | Fr 9p - 10p  |       | 9p - 10p                   |                   | -----F----      | :30           | <del>(\$350.00)</del> | 0.00          | NM          |       |            |
| See MG 16.2<br>[NA at LUR]   |           |                   |                 |  |       |                            |                   |                 |               |                       |               |             |       |            |
| 2                            | WDJT      | 09/14/12-09/14/12 |                 | Fr 9p - 10p  |       | 9p - 10p                   |                   | -----F----      | :30           | \$1,200.00            | 0.00          | NM          |       |            |
| Ⓜ MG for 16.1 09/14          |           |                   |                 |  |       |                            |                   |                 |               |                       |               |             |       |            |
| 17                           | WDJT      | 09/15/12          | 09/15/12        | Sat 1035p-1135p<br>The Closer                          | CM    | 1035p-1135p -----1-        | :30               | 1               | \$70.00       | LUR                   | 0.00          | NM          | 1     | \$70.00    |
| THE CLOSER                   |           |                   |                 |  |       |                            |                   |                 |               |                       |               |             |       |            |
|                              |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                            | <u>Spots/Week</u> |                 | <u>Rate</u>   |                       | <u>Rating</u> |             |       |            |
| Week:                        |           | 09/10/12          | 09/16/12        | -----1-  |       |                            | 1                 |                 | \$70.00       |                       | 0.00          |             |       |            |
| 18                           | WDJT      | 09/15/12          | 09/15/12        | SEC Afternoon Game<br>SEC Afternoon Game               | SPRT  | Fri 130p-5p/Sat 11p-----1- | :30               | 1               | \$75.00       | LUR                   | 0.00          | NM          | 1     | \$75.00    |
| SEC COLLEGE FOOTBALL         |           |                   |                 |  |       |                            |                   |                 |               |                       |               |             |       |            |
|                              |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                            | <u>Spots/Week</u> |                 | <u>Rate</u>   |                       | <u>Rating</u> |             |       |            |
| Week:                        |           | 09/10/12          | 09/16/12        | -----1-  |       |                            | 1                 |                 | \$75.00       |                       | 0.00          |             |       |            |
| 20                           | WDJT      | 09/16/12          | 09/16/12        | Sun 1030a-11a<br>Green and Gold Game Day Live          | CM    | 1030a-11a -----1           | :30               | 1               | \$100.00      | LUR                   | 0.00          | NM          | 1     | \$100.00   |
| GREEN AND GOLD GAME DAY LIVE |           |                   |                 |  |       |                            |                   |                 |               |                       |               |             |       |            |
|                              |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                            | <u>Spots/Week</u> |                 | <u>Rate</u>   |                       | <u>Rating</u> |             |       |            |
| Week:                        |           | 09/10/12          | 09/16/12        | -----1   |       |                            | 1                 |                 | \$100.00      |                       | 0.00          |             |       |            |

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 Product Desc: OBAMA 4 PRES: SKED A  
 Estimate: 1762

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| Ln  | Ch        | Start             | End                          | Inventory Code  | Break                 | Start/End Time Days          | Len               | Spots         | Rate                    | Pri | Rtg           | Type        | Spots | Amount     |
|---|-----------|-------------------|------------------------------|---|-----------------------|------------------------------|-------------------|---------------|-------------------------|-----|---------------|-------------|-------|------------|
| 21  | WDJT      | 09/16/12          | 09/16/12                     | 1105p-1205a<br>1105p-1205a                            | CM                    | 1105p-1205a -----1           | :30               | 1             | \$50.00                 | LUR | 0.00          | NM          | 1     | \$50.00    |
| THE INSIDER   |           |                   |                              |   |                       |                              |                   |               |                         |     |               |             |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>              | <u>Weekdays</u>                                       |                       |                              | <u>Spots/Week</u> |               | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
| Week:   |           | 09/10/12          | 09/16/12                     | -----1  |                       |                              | 1                 |               | \$50.00                 |     | 0.00          |             |       |            |
| 22  | WDJT      | 09/16/12          | 09/16/12                     | NFL Early Game Regular<br>NFL Early Game              | CM                    | NFL Early Game -----1        | :30               | 1             | \$850.00                | LUR | 0.00          | NM          | 1     | \$850.00   |
| NFL EARLY GAME  |           |                   |                              |   |                       |                              |                   |               |                         |     |               |             |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>              | <u>Weekdays</u>                                       |                       |                              | <u>Spots/Week</u> |               | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
| Week:   |           | 09/10/12          | 09/16/12                     | -----1  |                       |                              | 1                 |               | \$850.00                |     | 0.00          |             |       |            |
| N 23  | WDJT      | 09/16/12          | 09/16/12                     | NFL Late Game Regular<br>NFL Late Game Regular Season | CM                    | NFL Late Game Regular -----1 | :30               | 1             | \$1,600.00              | LUR | 0.00          | NM          | 1     | \$3,000.00 |
| NFL LATE GAME   |           |                   |                              |   |                       |                              |                   |               |                         |     |               |             |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>              | <u>Weekdays</u>                                       |                       |                              | <u>Spots/Week</u> |               | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
| Week:   |           | 09/10/12          | 09/16/12                     | -----1  |                       |                              | 1                 |               | \$1,600.00              |     | 0.00          |             |       |            |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> | <u>Description</u>           |   | <u>Start/End Time</u> |                              | <u>Weekdays</u>   | <u>Length</u> | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |       |            |
| 1   | WDJT      | 09/10/12-09/16/12 | NFL Late Game Regular Season |   | NFL Late Game F       |                              | -----Su           | :30           | <del>(\$1,600.00)</del> |     | 0.00          | NM          |       |            |
| See MG 23.2<br>[NA at LUR]                                  |           |                   |                              |   |                       |                              |                   |               |                         |     |               |             |       |            |
| 2   | WDJT      | 09/16/12-09/16/12 | NFL Late Game Regular Season |   | NFL Late Game F       |                              | -----Su           | :30           | \$3,000.00              |     | 0.00          | NM          |       |            |
| Ⓜ MG for 23.1 09/16   |           |                   |                              |   |                       |                              |                   |               |                         |     |               |             |       |            |
| 24  | WDJT      | 09/16/12          | 09/16/12                     | Su 6p - 7p<br>60 Minutes                              | CM                    | 6p - 7p -----1               | :30               | 1             | \$800.00                | LUR | 0.00          | NM          | 1     | \$1,600.00 |
| 60 MINUTES  |           |                   |                              |   |                       |                              |                   |               |                         |     |               |             |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>              | <u>Weekdays</u>                                       |                       |                              | <u>Spots/Week</u> |               | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
| Week:   |           | 09/10/12          | 09/16/12                     | -----1  |                       |                              | 1                 |               | \$800.00                |     | 0.00          |             |       |            |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> | <u>Description</u>           |   | <u>Start/End Time</u> |                              | <u>Weekdays</u>   | <u>Length</u> | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |       |            |
| 1   | WDJT      | 09/10/12-09/16/12 | Su 6p - 7p                   |   | 6p - 7p               |                              | -----Su           | :30           | <del>(\$800.00)</del>   |     | 0.00          | NM          |       |            |
| See MG 24.2<br>[NA at LUR]                                  |           |                   |                              |   |                       |                              |                   |               |                         |     |               |             |       |            |
| 2   | WDJT      | 09/16/12-09/16/12 | Su 6p - 7p                   |   | 6p - 7p               |                              | -----Su           | :30           | \$1,600.00              |     | 0.00          | NM          |       |            |
| Ⓜ MG for 24.1 09/16<br>[NA]                                 |           |                   |                              |   |                       |                              |                   |               |                         |     |               |             |       |            |
| 26  | WDJT      | 09/13/12          | 09/16/12                     | M - Su Late News<br>M-Su 10p-1035p                    | CM                    | 10p - 1035p ---TFSS          | :30               | 3             | \$300.00                | LUR | 0.00          | NM          | 3     | \$900.00   |
| TEN AT 10PM   |           |                   |                              |   |                       |                              |                   |               |                         |     |               |             |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>              | <u>Weekdays</u>                                       |                       |                              | <u>Spots/Week</u> |               | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
| Week:   |           | 09/10/12          | 09/16/12                     | ---TFSS   |                       |                              | 3                 |               | \$300.00                |     | 0.00          |             |       |            |
| N 27  | WDJT      | 09/13/12          | 09/16/12                     | M-F 5pm News<br>M-F 5pm News                          | CM                    | 5p-530p ---TFSS              | :30               | 3             | \$70.00                 | LUR | 0.00          | NM          | 1     | \$150.00   |
| 58 NEWS AT 5PM  |           |                   |                              |   |                       |                              |                   |               |                         |     |               |             |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>              | <u>Weekdays</u>                                       |                       |                              | <u>Spots/Week</u> |               | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
| Week:   |           | 09/10/12          | 09/16/12                     | ---TFSS   |                       |                              | 3                 |               | \$70.00                 |     | 0.00          |             |       |            |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> | <u>Description</u>           |   | <u>Start/End Time</u> |                              | <u>Weekdays</u>   | <u>Length</u> | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |       |            |
| 1   | WDJT      | 09/10/12-09/16/12 | M-F 5pm News                 |   | 5p-530p               |                              | ---ThFSaSu        | :30           | <del>(\$70.00)</del>    |     | 0.00          | NM          |       |            |
| See MG 27.4<br>[program change, no news due to football kj] |           |                   |                              |   |                       |                              |                   |               |                         |     |               |             |       |            |
| 2   | WDJT      | 09/10/12-09/16/12 | M-F 5pm News                 |   | 5p-530p               |                              | ---ThFSaSu        | :30           | <del>(\$70.00)</del>    |     | 0.00          | NM          |       |            |
| See MG 27.4<br>[program change no news due to football kj]  |           |                   |                              |   |                       |                              |                   |               |                         |     |               |             |       |            |
| 3   | WDJT      | 09/10/12-09/16/12 | M-F 5pm News                 |   | 5p-530p               |                              | ---ThFSaSu        | :30           | <del>(\$70.00)</del>    |     | 0.00          | NM          |       |            |
| See MG 27.4<br>[NA at LUR]                                  |           |                   |                              |   |                       |                              |                   |               |                         |     |               |             |       |            |
| 4   | WDJT      | 09/14/12-09/16/12 | M-F 5pm News                 |   | 5p-530p               |                              | -----FSaSu        | :30           | \$150.00                |     | 0.00          | NM          |       |            |
| Ⓜ MG for 27.1,27.3,27.2                                     |           |                   |                              |   |                       |                              |                   |               |                         |     |               |             |       |            |
| 29  | WDJT      | 09/19/12          | 09/19/12                     | Wed 7p - 8p<br>Wed 7p - 8p                            | CM                    | 7p - 8p --1----              | :30               | 1             | \$1,200.00              | LUR | 0.00          | NM          | 1     | \$3,000.00 |
| SURVIVOR  |           |                   |                              |   |                       |                              |                   |               |                         |     |               |             |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>              | <u>Weekdays</u>                                       |                       |                              | <u>Spots/Week</u> |               | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
| Week:   |           | 09/17/12          | 09/23/12                     | --1----   |                       |                              | 1                 |               | \$1,200.00              |     | 0.00          |             |       |            |

Order / Rev: 165921  
 Alt Order #: 06311892  
 Flight Dates: 09/13/12 - 09/19/12

Advertiser: Poli/Obama for President  
 Product Desc: OBAMA 4 PRES: SKED A  
 Estimate: 1762  
 WDJT-TV-LP

| Ln                            | Ch        | Start             | End                | Inventory Code                                   | Break | Start/End Time Days   | Len             | Spots             | Rate         | Pri | Rtg           | Type        | Spots | Amount     |
|-------------------------------|-----------|-------------------|--------------------|--|-------|-----------------------|-----------------|-------------------|--------------|-----|---------------|-------------|-------|------------|
| 29                            | WDJT      | 09/19/12          | 09/19/12           | Wed 7p - 8p<br>Wed 7p - 8p                       | CM    | 7p - 8p --1----       | :30             | 1                 | \$1,200.00   | LUR | 0.00          | NM          | 1     | \$3,000.00 |
| SURVIVOR                      |           |                   |                    |  |       |                       |                 |                   |              |     |               |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  |       |                       |                 | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |             |       |            |
| Week:                         |           | 09/17/12          | 09/23/12           | --1----  |       |                       |                 | 1                 | \$1,200.00   |     | 0.00          |             |       |            |
| <u>Spot</u>                   | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> |  |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u>     | <u>Rate</u>  |     | <u>Rtg</u>    | <u>Type</u> |       |            |
| 1                             | WDJT      | 09/17/12-09/23/12 | Wed 7p - 8p        |  |       | 7p - 8p               | --W-----        | :30               | (\$1,200.00) |     | 0.00          | NM          |       |            |
| See MG 29.2                   |           |                   |                    |  |       |                       |                 |                   |              |     |               |             |       |            |
| [NA at LUR - Survivor 7-830p] |           |                   |                    |  |       |                       |                 |                   |              |     |               |             |       |            |
| 2                             | WDJT      | 09/19/12-09/19/12 | Survivor Special   |  |       | 7p-830                | --W-----        | :30               | \$3,000.00   |     | 0.00          | NM          |       |            |
| Ⓜ MG for 29.1 09/19           |           |                   |                    |  |       |                       |                 |                   |              |     |               |             |       |            |
| 30                            | WDJT      | 09/17/12          | 09/19/12           | Price Is Right 10a-11a<br>Price is Right 10a-11a | CM    | 10a - 11a MTW----     | :30             | 2                 | \$130.00     | LUR | 0.00          | NM          | 2     | \$260.00   |
| PRICE IS RIGHT                |           |                   |                    |  |       |                       |                 |                   |              |     |               |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  |       |                       |                 | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |             |       |            |
| Week:                         |           | 09/17/12          | 09/23/12           | MTW----  |       |                       |                 | 2                 | \$130.00     |     | 0.00          |             |       |            |
| 31                            | WDJT      | 09/17/12          | 09/19/12           | Letterman 1035p-1135p<br>Letterman 1035p-1135p   | CM    | 1035p-1135p MTW----   | :30             | 2                 | \$85.00      | LUR | 0.00          | NM          | 2     | \$170.00   |
| DAVID LETTERMAN               |           |                   |                    |  |       |                       |                 |                   |              |     |               |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  |       |                       |                 | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |             |       |            |
| Week:                         |           | 09/17/12          | 09/23/12           | MTW----  |       |                       |                 | 2                 | \$85.00      |     | 0.00          |             |       |            |
| 32                            | WDJT      | 09/17/12          | 09/19/12           | Late Late 1135p-1235a<br>Late Late 1135p-1235a   | CM    | 1135p-1235a MTW----   | :30             | 1                 | \$25.00      | LUR | 0.00          | NM          | 1     | \$25.00    |
| CRAIG FERGUSON                |           |                   |                    |  |       |                       |                 |                   |              |     |               |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  |       |                       |                 | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |             |       |            |
| Week:                         |           | 09/17/12          | 09/23/12           | MTW----  |       |                       |                 | 1                 | \$25.00      |     | 0.00          |             |       |            |
| 33                            | WDJT      | 09/17/12          | 09/19/12           | Y&R 11a-12p<br>The Young & the Restless 11a-     | CM    | 11a - 12p MTW----     | :30             | 2                 | \$135.00     | LUR | 0.00          | NM          | 2     | \$270.00   |
| YOUNG & RESTLESS              |           |                   |                    |  |       |                       |                 |                   |              |     |               |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  |       |                       |                 | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |             |       |            |
| Week:                         |           | 09/17/12          | 09/23/12           | MTW----  |       |                       |                 | 2                 | \$135.00     |     | 0.00          |             |       |            |
| N 34                          | WDJT      | 09/17/12          | 09/19/12           | CBS Block 1230p-2p<br>CBS Block 1230p-2p         | CM    | 1230p-2p MTW----      | :30             | 1                 | \$90.00      | LUR | 0.00          | NM          | 1     | \$90.00    |
| CBS DAYTIME ROTATION          |           |                   |                    |  |       |                       |                 |                   |              |     |               |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  |       |                       |                 | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |             |       |            |
| Week:                         |           | 09/17/12          | 09/23/12           | MTW----  |       |                       |                 | 1                 | \$90.00      |     | 0.00          |             |       |            |
| 35                            | WDJT      | 09/17/12          | 09/19/12           | News at Noon<br>News at Noon                     | CM    | 12p-1230p MTW----     | :30             | 2                 | \$50.00      | LUR | 0.00          | NM          | 2     | \$100.00   |
| CBS 58 NEWS AT 12             |           |                   |                    |  |       |                       |                 |                   |              |     |               |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  |       |                       |                 | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |             |       |            |
| Week:                         |           | 09/17/12          | 09/23/12           | MTW----  |       |                       |                 | 2                 | \$50.00      |     | 0.00          |             |       |            |
| 36                            | WDJT      | 09/17/12          | 09/19/12           | Doctor 2p-3p<br>Doctors 2p-3p                    | CM    | 2p-3p MTW----         | :30             | 2                 | \$50.00      | LUR | 0.00          | NM          | 2     | \$100.00   |
| DOCTORS                       |           |                   |                    |  |       |                       |                 |                   |              |     |               |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  |       |                       |                 | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |             |       |            |
| Week:                         |           | 09/17/12          | 09/23/12           | MTW----  |       |                       |                 | 2                 | \$50.00      |     | 0.00          |             |       |            |
| 37                            | WDJT      | 09/17/12          | 09/19/12           | 3p-4p (eff 9/10/13)<br>Jeff Probst               | CM    | 3p-4p MTW----         | :30             | 2                 | \$50.00      | LUR | 0.00          | NM          | 2     | \$100.00   |
| JEFF PROBST                   |           |                   |                    |  |       |                       |                 |                   |              |     |               |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  |       |                       |                 | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |             |       |            |
| Week:                         |           | 09/17/12          | 09/23/12           | MTW----  |       |                       |                 | 2                 | \$50.00      |     | 0.00          |             |       |            |
| 38                            | WDJT      | 09/17/12          | 09/19/12           | Dr. Phil 4p-5p<br>Dr. Phil 4p-5p                 | CM    | 4p-5p MTW----         | :30             | 2                 | \$120.00     | LUR | 0.00          | NM          | 2     | \$240.00   |
| DR. PHIL                      |           |                   |                    |  |       |                       |                 |                   |              |     |               |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  |       |                       |                 | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |             |       |            |
| Week:                         |           | 09/17/12          | 09/23/12           | MTW----  |       |                       |                 | 2                 | \$120.00     |     | 0.00          |             |       |            |
| 39                            | WDJT      | 09/17/12          | 09/19/12           | Morning News M-F 5a - 6a<br>M-F 5a - 6a          | CM    | 5a - 6a MTW----       | :30             | 2                 | \$15.00      | LUR | 0.00          | NM          | 2     | \$30.00    |
| CBS 58 MORNING NEWS           |           |                   |                    |  |       |                       |                 |                   |              |     |               |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  |       |                       |                 | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |             |       |            |
| Week:                         |           | 09/17/12          | 09/23/12           | MTW----  |       |                       |                 | 2                 | \$15.00      |     | 0.00          |             |       |            |

|        |    |             |
|--------|----|-------------|
| Totals | 60 | \$15.935.00 |
|--------|----|-------------|